

SPECIAL GROUP RECOGNITION & CIVIC EVENT LICENSE PLATE DESIGN PARAMETERS

(Diagram provided on the back of this flyer)

PLATE APPEARANCE

The plate will have a white background with the following:

- A. The word "INDIANA" will appear at the top of the plate, printed in Black and in a standard font size specified by BMV.
- B. Organization logo area is 2 5/8" X 3 1/2" on the left. It is not advisable to make the logo so large that it touches all the edges of this space.

All designs including fonts, logos, halftone areas, gradient fill areas, and line art in general, should be constructed in a vector drawing program such as Adobe Illustrator for Macintosh or IBM. Make sure the image is in CMYK mode.

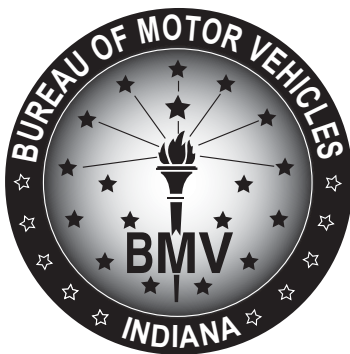
LINE ART

Avoid thin lines under 1/2" of thickness. Intricate solid shapes are acceptable, however a loss of detail may occur.

- C. Plate name must fit within the 6 1/8" X 1/2" area at the bottom of the plate (above the bar code box). Colored bar at the bottom of the plate will be a color of your choice. In addition, you may choose font type and size for the plate name.
- D. The top left and right corners of plate is used for the Expiration Date and Expiration Year. These areas are standard font and font size specified by BMV.
- E. Two alphas will be placed before four numeric digits. Specific combinations may be requested, but are subject to availability. The Bureau reserves the right to assign alpha combinations at their discretion. Alphanumeric will be printed in black only.

STANDARD COLOR CHOICE CHARTS

You can choose any PANTONE color that is made up with using the set up of C=Cyan, M=Magenta, Y=Yellow, K=Black. True PANTONE colors can vary due to the CMYK percentages.



You can choose color combinations using the Pre-made DLP

Ribbon Colors. The color choices below are matched up closest to a PANTONE color for customer reference:

Black	Process Black C	Yellow.....	Process Yellow C
Magenta	Process Magenta C	Cyan	Process Cyan C
Process Red	180 C	Process Green.....	348 C
Process Blue (Purple)	273 C	Golden Yellow	116 C
Sunflower Yellow	131 C	Orange.....	173 C
Tomato Red.....	180 C	Intense Red	186 C
Dark Red	1807 C	Burgundy	195 C
Green	Green C	Leaf Green.....	356 C
Pine Green.....	3425 C	Forest Green.....	3308 C
Ocean Blue	300 C	Blue.....	286 C
Bright Blue	301 C	Dark Blue.....	281 C
Light Gray	Cool Gray 7		

GROUP COSTS

The group is responsible to pay setup charges. The setup charge is a one time \$450.00 charge.

ARTWORK PREPARATION

Artwork will be an exact representation (100%) of what the special lettering and graphics are to look like on the license plate.

- The design/logo in a vector drawing using Adobe Illustrator or Photoshop programs and submitted on a CD or "Preflight" artwork and email all links and fonts.
- Convert all fonts to vector form by using "Create Outlines" or convert text to paths. Or send the True Type Font used in the design on the CD with the design.
- If CD submitted, please provide a color copy sample of design/logo.
- If artwork is emailed, please provide an electronic version (PDF file).

ARTWORK SERVICES

- If artwork is very detailed there may be an additional charge for this service. If artwork is submitted on a CD, please indicate PC or MAC format. Compatible programs are as follows: Adobe InDesign, Illustrator, and Photoshop.

All license plate designs are subject to approval by the Commissioner of the Bureau of Motor Vehicles.

